#243 of 401 U.S. metros on median home value — ALEX Intelligence 2026

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Columbia’s affordability is not a weakness—it’s a strategic advantage in a national housing market

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THE DATA

$232,400

Median Home Value (2024)

Columbia ranks #243 among 401 U.S. metropolitan areas in median home value.

This figure reflects a market that remains deeply accessible compared to national trends, where median values exceed $800K in top-tier metros. Columbia's position is not a sign of stagnation but of structural affordability that attracts long-term residents, remote workers, and first-time homebuyers seeking stability without premium pricing.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-29-columbia-sc-standing-home-value-msa

01

Affordability Drives Strategic Migration

Unlike markets that rely on speculative capital, Columbia's growth is anchored in public-sector employment and institutional investment, reducing volatility and reinforcing a resilient foundation for home value appreciation over time.

02

The Value of Being Undervalued

As the 5th District (including South Carolina) recorded the highest year-over-year appreciation in owner-occupied homes among all Federal Reserve districts in Q3 2026, Columbia's low starting point suggests significant upside—especially as supply constraints and workforce growth intensify.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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